Saskatchewan

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Agriculture Development Fund

FINAL REPORT

DEVELOPMENT OF LABELS AND PROMOTIONAL MATERIALS FOR CHATTY'S INDIAN SPICES NEW PRODUCT LINES

20000002

Funded by
The Agriculture Development Fund

December 2000

Prepared by: Chatty's Indian Spices

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CHATTY'S INDIAN SPICES Inc.

[Agblor, Kofi] Final Report

Submitted to:

R. Cofie-Agblor

Program Manager

Submitted by:

Arati Chattopadhyay

CHATTY'S INDIAN SPICES

December 4, 2000

[Agblor, Kofi] Final **Report**

Summary

CHATTY'S INDIAN SPICES has proceeded with the project and is near finished completion. It is believed that the company is about 3 weeks behind the original implementation schedule due partially to cashflow and an unexpected family death. The project is once again moving forward and it is anticipated that it will completed by mid January.

The response to the Chutney` s introduced during the Christmas season has been overwhelming will sales far exceeding the available supply. The anticipated brand recognition has proven to be successful and customers now anticipate a wide range of products available through the Company.

Technical Overview

Products Completed to Date:

Product	Label	Stylist	Photo	Translation	Set-up - UPC	Brochure
Mango Mustard Chutney 250 ml/125 ml	✓	✓	✓	✓	✓	✓
Apple Chutney 250 ml/125 ml	✓	✓	✓	✓	✓	✓
Tomato	✓	✓	✓	✓	✓	✓

Chutney 250 ml/ 125 ml						
Rice Biryani	✓	✓	✓	✓	✓	✓
Beef/Korma						

Product	Tested in Christmas Market Stylist
Mango Mustard Chutney 250 ml/125 ml	✓
Apple Chutney 250 ml/125 ml	✓
Tomato Chutney 250 ml/ 125 ml	✓
Rice Biryani	✓

Saskatchewan Companies Used in the Contract

Companies Utilized	Service Delivered
Custom Labels	Label Design for Chutneys
I Did That	Label Design for Rice
Sterling Press	Set-Up UPC

Light Line Photography	Photography
Lee Helman	Food Stylist
Spiral Dragon	Brochure Design & Layout

The following companies will be used to complete the Beef/Korma

Spiral Dragon	Label Design for Korma Curry
Sterling Press	Set-Up UPC
Light Line Photography	Photography
Lee Helman	Food Stylist

Project Development Materials

All of the samples of the labels were sent in the previous progress report. Enclosed find a copy of the brochure and a copy of all invoiced to date.

Acknowledgement

The Saskatchewan Department of Agriculture and Food has been recognized on the brochure, the following acknowledgement is included:

CHATTY'S INDIAN SPICES would like to thank the Saskatchewan Department of Agriculture and Food for their contribution to the development of labels and promotional materials.